



**BALTIMORE COUNTY
MARYLAND**

*As adopted by the
Baltimore County Council
July 1, 1996*



BALTIMORE COUNTY MARYLAND

Department of Economic Development
Office of Community Conservation
Office of Planning

Department of Recreation and Parks
Department of Public Works

Department of Environmental Protection and Resource Management
Eastern Baltimore Area Community Development Corporation

*As adopted by the
Baltimore County Council
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Introduction



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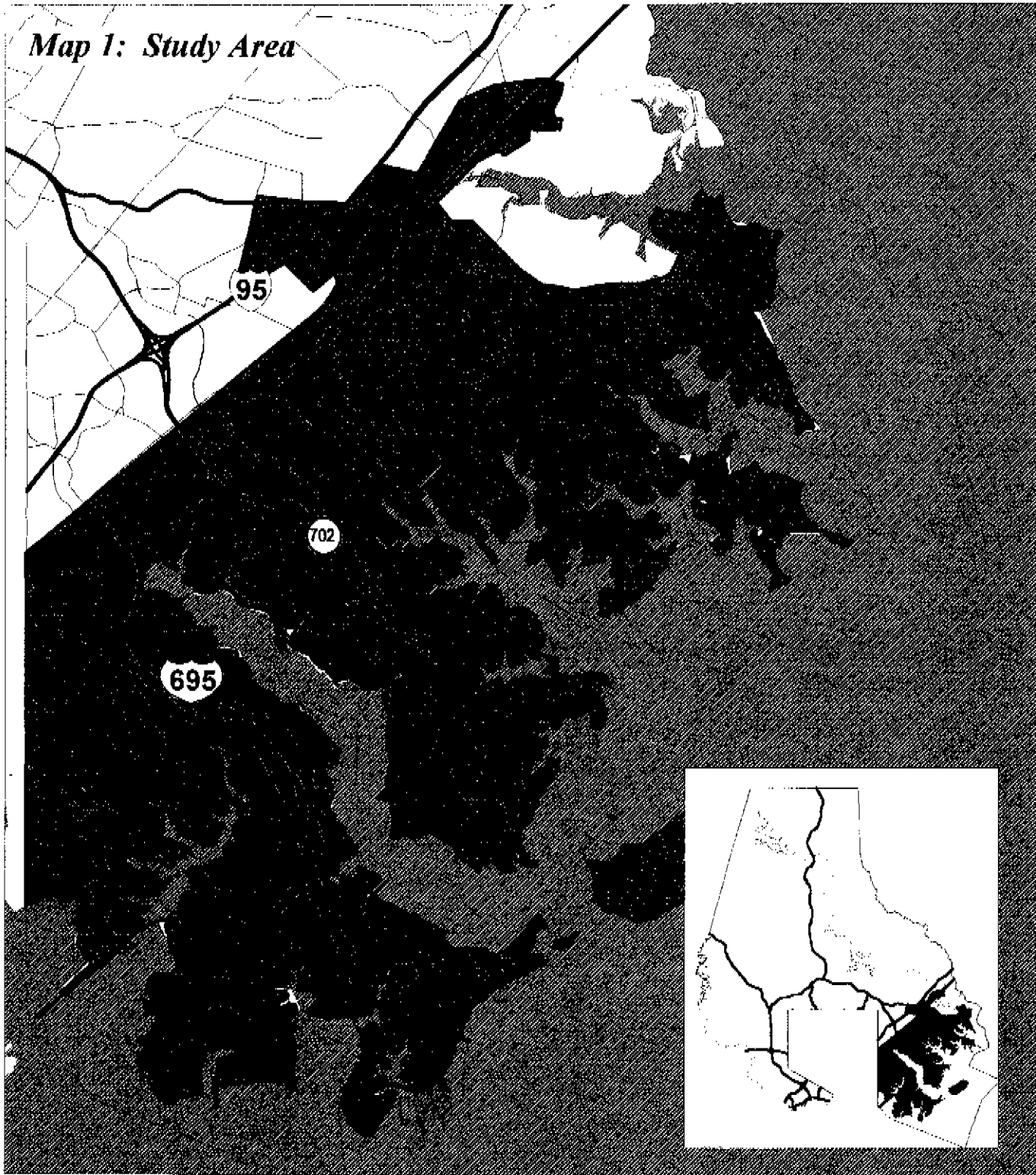
This is the first large scale revitalization plan ever undertaken in Baltimore County. It is an outgrowth of the increasing awareness that Eastern Baltimore County is changing and that intensive and targeted action, from both the public and private sectors, is needed to address the economic and social decline occurring in parts of the area. As the inaugural revitalization plan, it represents a fundamental commitment to the County's older established communities in general and to Eastern Baltimore County specifically. For the purposes of this plan, Eastern Baltimore County is the area extending from the City-County line eastward to Ebenezer Road and bounded by Philadelphia Road and the White Marsh Business Community to the north and the Chesapeake Bay to the South. Refer to Map 1.

The Eastern Baltimore County Revitalization Strategy is the direct result of a number of studies and work efforts initiated over the past decade. The Eastern Baltimore Area Chamber of Commerce sponsored two major economic development studies entitled the Economic Development Strategy for Southeast Baltimore by Zuchelli, Hunter and Assoc., Inc., in 1986, and the Eastern Baltimore Economic Revitalization Initiative by Robert Charles Lesser and Co., in 1994. Four community plans were prepared by advisory groups of local residents and businesses with technical advice by the County. They were the Bowleys Quarters Community Action Plan adopted by the County Council in 1992, the Lower Back River Neck Community Action Plan adopted by the County Council in 1993, the Philadel-

phia Road Corridor Study adopted by the County Council in 1992, and the draft Essex-Middle River Community Conservation Plan released for public review in 1995. Additionally, two commercial revitalization plans were developed and entitled the Old Dundalk Village Revitalization Study adopted by the Planning Board in 1983 and the Essex CBD Revitalization Strategy adopted by the County Council in 1991. The Maryland Department of Natural Resources and an advisory group also prepared the North Point Peninsula Park Master Plan in 1992 and the Marine Trade Association of Baltimore County, with funding by Baltimore County, sponsored an Economic Impact Study of Recreational Marine Industry in Baltimore County in June, 1994.

These plans had a great deal of public input and review and their recommendations and policies are incorporated into and form the basis of the Eastern Baltimore County Revitalization Strategy. This underscores the intent of the Strategy which is to not reinvent the wheel, but rather, to pull all the different recommendations, policies, and perspectives together into a comprehensive action-oriented plan. The result is a focused strategy of both public and private actions needed to "jump start" a positive change in Eastern Baltimore County. The Strategy also highlights many of the area's attributes and provides an overview of the various programs currently in effect. The overall goals and policies of the plan should guide future land use, funding, and administrative decisions to support and promote the revitalization of Eastern Baltimore County.

Map 1: Study Area



Introduction

This Strategy must be viewed in light of one overarching perspective: there is no single quick fix for the problems besetting Eastern Baltimore County. True and deep change will only occur incrementally and over time, and if everyone --- from the renter and homeowner to the business man and woman to middle and executive management in county government --- works together with the goal of reinforcing and improving the area. It will take commitment, hard work, and a "can do" attitude which fortunately, are the very qualities found in the people of Eastern Baltimore County.

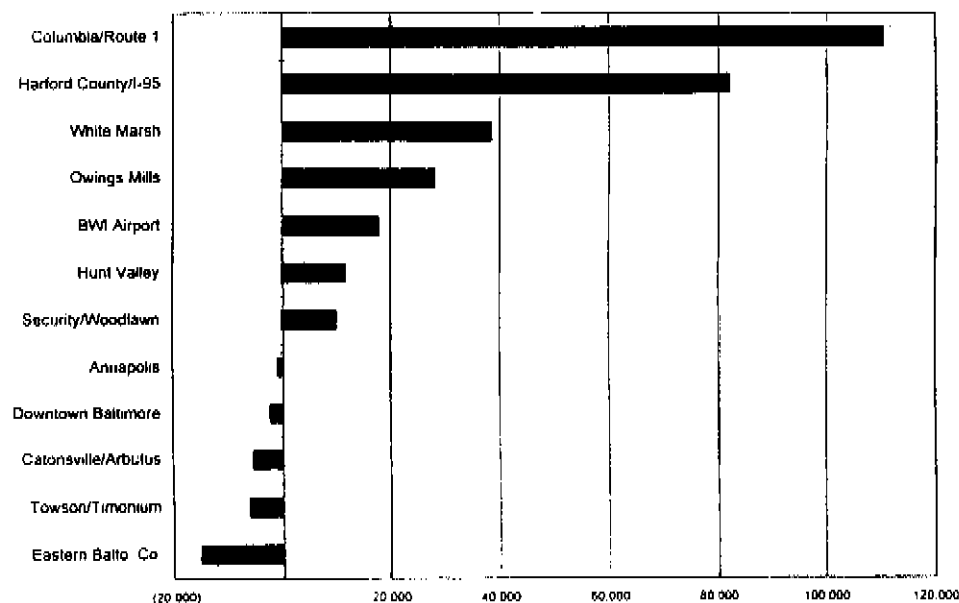
BACKGROUND

Baltimore County is a maturing suburban jurisdiction that is experiencing a declining tax base, a static property tax base, a decreasing labor force, and an aging population. These

changes are primarily affecting the County's older communities and the impacts are especially pronounced in Southeastern Baltimore County. Here, the significant loss of well paying manufacturing jobs has led, in part, to a decline in population and shifts in income, with pockets of poverty appearing. Conversely, the employment sectors of White Marsh (including the Philadelphia Road Corridor and the Town Center) are growing and this economic energy will be very important to the long term prosperity of Eastern Baltimore County.

In this Strategy, five indicators of economic and community health were chosen to illustrate the changes occurring in Eastern Baltimore County. Where possible, the changes happening in other areas of the Baltimore Region were included for comparison. The following is a brief discussion of the challenges facing Eastern Baltimore County.

Figure A: Population Change in Selected Areas of Baltimore Region -- 1970-1995



Source: Baltimore Metropolitan Council

Population Change

Loss of population. Long-term metropolitan development patterns in the Baltimore region have been negative for the eastern part of Baltimore County (See Figure A). The area has lost population to outlying communities. Since 1970, the area's population has declined 8% from 181,602 to 166,566. In contrast, the region's overall population has grown considerably, with most of the new growth occurring in Columbia, Harford County, White Marsh, and other communities farther out from Baltimore City.

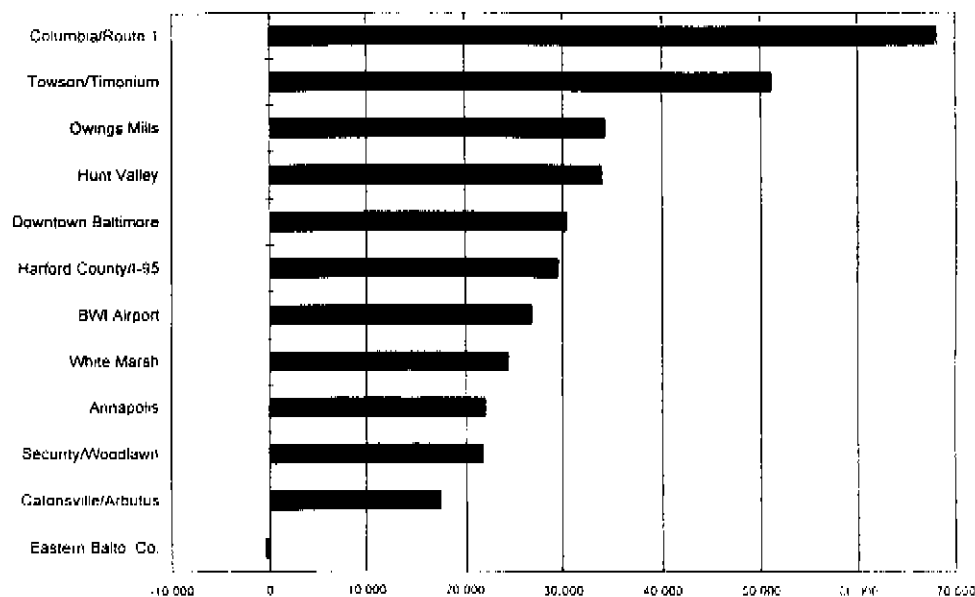
Employment Change

An actual decline in total jobs as the rest of the metro area has experienced explosive employment growth. Similarly, there has been a net job loss in the core over the past 20 years and if current trends continue the job loss will

persist, or at best subside somewhat in the future. This decline is especially disturbing when one compares the Southeast Core's performance to the job growth in areas such as Hunt Valley, Owings Mills, Columbia and Harford County. The Employment Centers of White Marsh are included in this Strategy, and here, job growth is continuing with this area having the fastest growth rate in Baltimore County. (See Figure B)

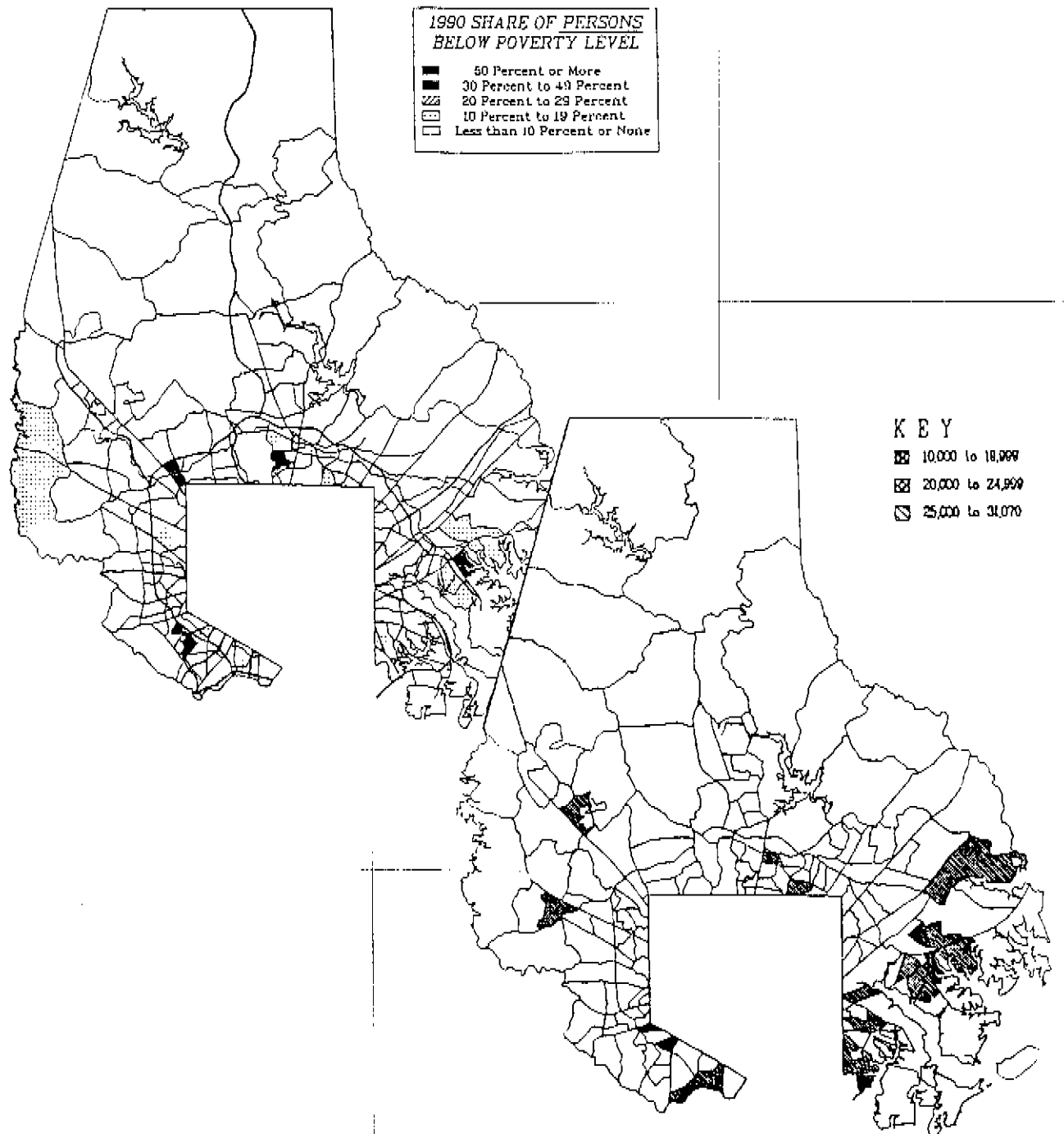
Replacement of well-paying jobs by lower-paying jobs. Not only has Eastern Baltimore experienced a net loss in jobs, but thousands of well-paying manufacturing jobs have been replaced with lower wage service sector jobs. The wage differential is significant according to the State of Maryland's *Employment & Payrolls* report, with the average weekly manufacturing wage in 1994 of \$769 per week and the weekly retail and service sector wages of \$289 and \$483 per week, respectively.

Figure B: Employment Change in Selected Areas of Baltimore Region -- 1970-1995



Source: Baltimore Metropolitan Council

Map 2: Persons Below Poverty Level



Map 3: Median Household Income

Income

Concentration of lower incomes. Pockets of poverty occur throughout the County's older communities, but the greatest concentration of areas with less than the County's median household income and 10-20% poverty rates is in Eastern Baltimore County. See Maps 2 and 3.

Education

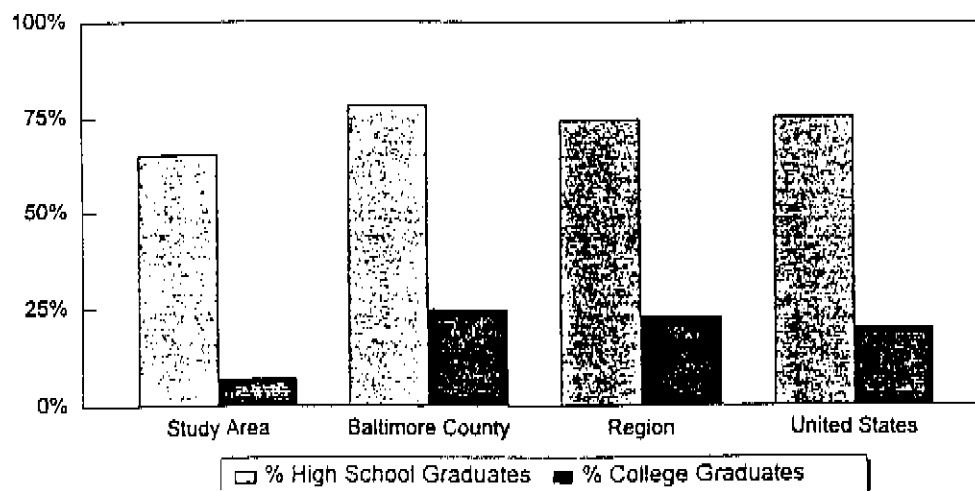
Below County average education attainment levels. Better paying employers are demand-

ing an educated work force and only 65% of residents in Eastern Baltimore County are graduates from high school. Some elementary schools have scored above the state average on standardized tests, but most are below average, with some significantly below the norm. Factors that influence educational success include poverty, single-parent families, and high student mobility which are prevalent in certain parts of Eastern Baltimore County. Additionally, the percentage of Eastern Area residents with college or advanced degrees is only one-third of that in the County, region, and nation. See Figure C.

Figure C: Educational Attainment

	Eastern Study Area		Baltimore County		Baltimore Region*		United States	
	Number	%	Number	%	Number	%	Number	%
Persons 25 years & over	182,797		473,574		1,540,817		158,868,436	
High School Graduates	119,690	65.5%	371,156	78.4%	1,150,471	74.7%	119,469,064	75.2%
Bachelor's Degree	13,019	7.1%	118,294	25.0%	357,207	23.2%	32,250,293	20.3%
Graduate or Professional Degree	4,072	2.2%	47,369	10.0%	142,591	9.3%	11,477,686	7.2%

* Anne Arundel, Baltimore, Carroll, Harford and Howard Counties and Baltimore City
Source: 1990 Census of Population and Housing



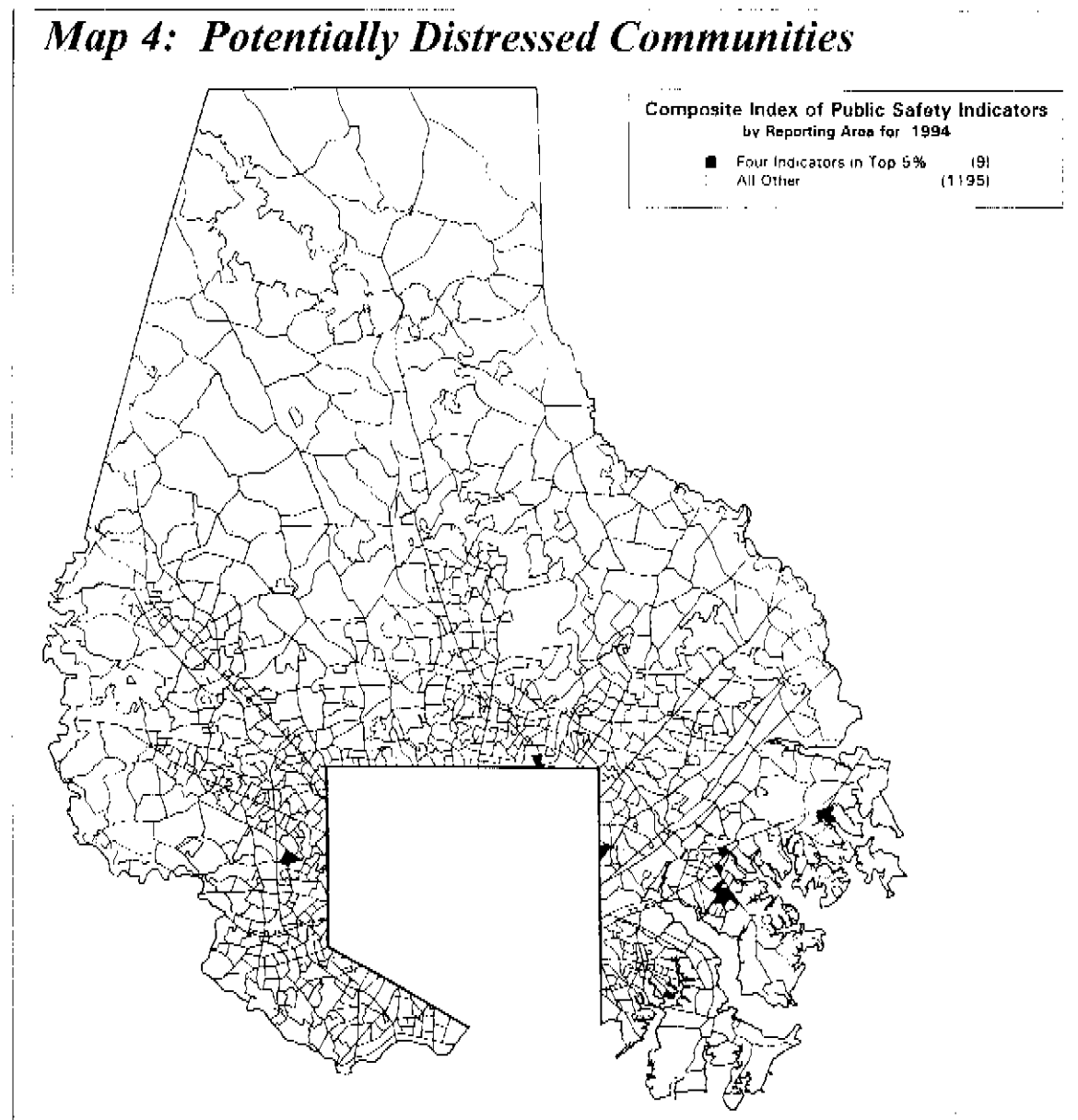
Introduction

Potentially Distressed Communities

As part of the draft Community Conservation Discussion Paper, the public safety committee prepared a composite of the four primary crime categories (violent crime, drug related crime, juvenile arrests, and order maine-

nance), providing a picture of areas that are economically and socially distressed. Eastern Baltimore County had the greatest concentration of potentially distressed communities and the area within the County that had all four indicators grouped in the top 5% category was Essex. See Map 4.

Map 4: Potentially Distressed Communities



ORGANIZATION

The scope of the Eastern Baltimore County Revitalization Strategy is daunting. The study area is very large, covering over 70 square miles which is twice the size of that in either the Perry Hall-White Marsh or Owings Mills Growth Area Plans. Within the study area there is also a diversity of land uses ranging from intensely developed steel mills to established residential communities to protected wildlife habitat areas. And the issues facing Eastern Baltimore County are equally extensive and very complicated. Thus, for any plan to be workable, it must be broken down and organized into smaller, more manageable groupings.

Strategic Issues

The Revitalization Strategy is organized into three main chapters, each of which focuses on

one of the key revitalization issues facing Eastern Baltimore County today. These issues are:

Economic Development:

How can the County and private sector retain, expand, and attract businesses that offer well paying employment opportunities to the residents of Eastern Baltimore County?

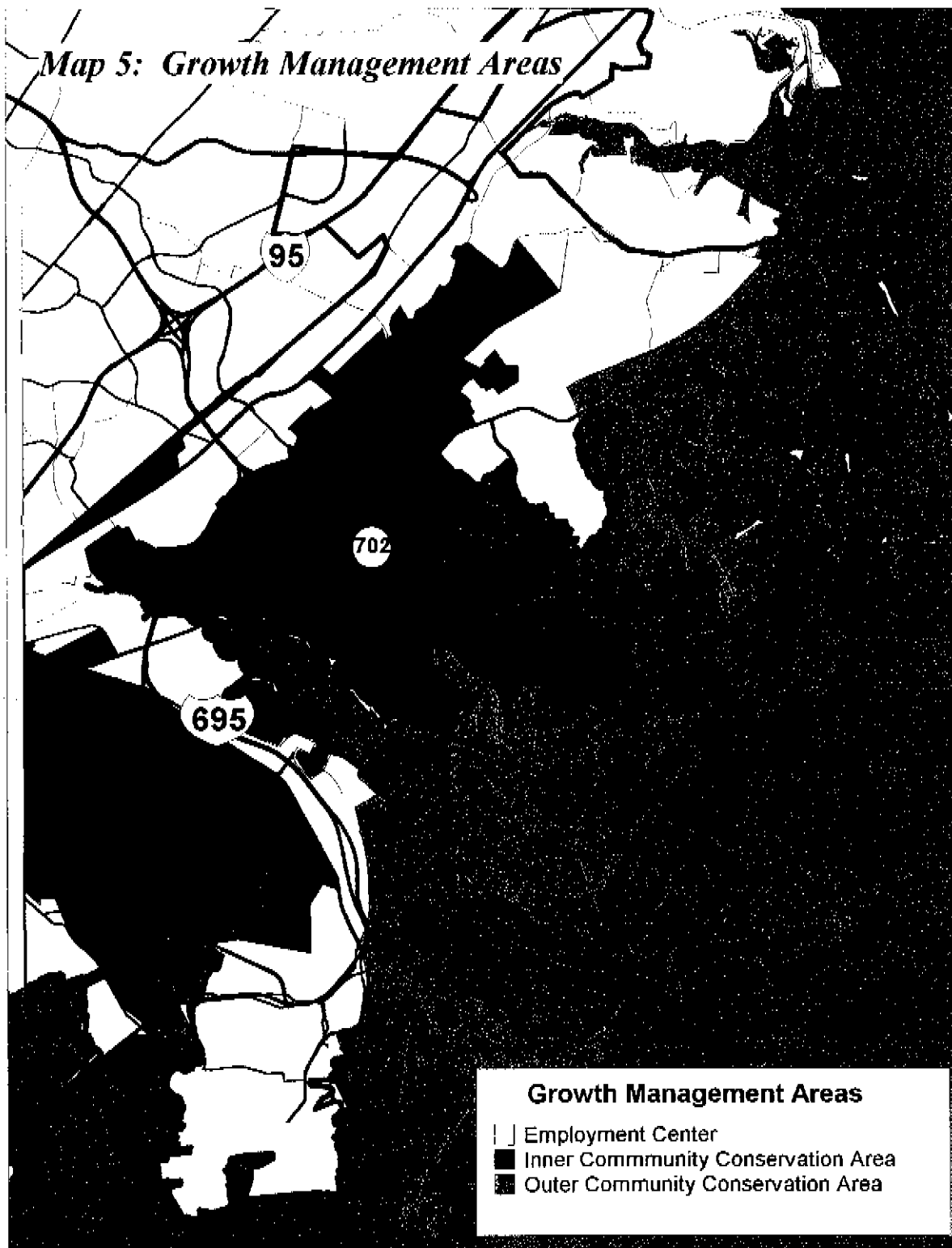
Community Conservation:

How can the communities of Eastern Baltimore County be preserved, stabilized, and enhanced through cooperative public-private programs and local community empowerment?

Waterfront Enhancement:

How can the unique amenity of the waterfront be enhanced for higher quality housing, tourism, and recreational opportunities?



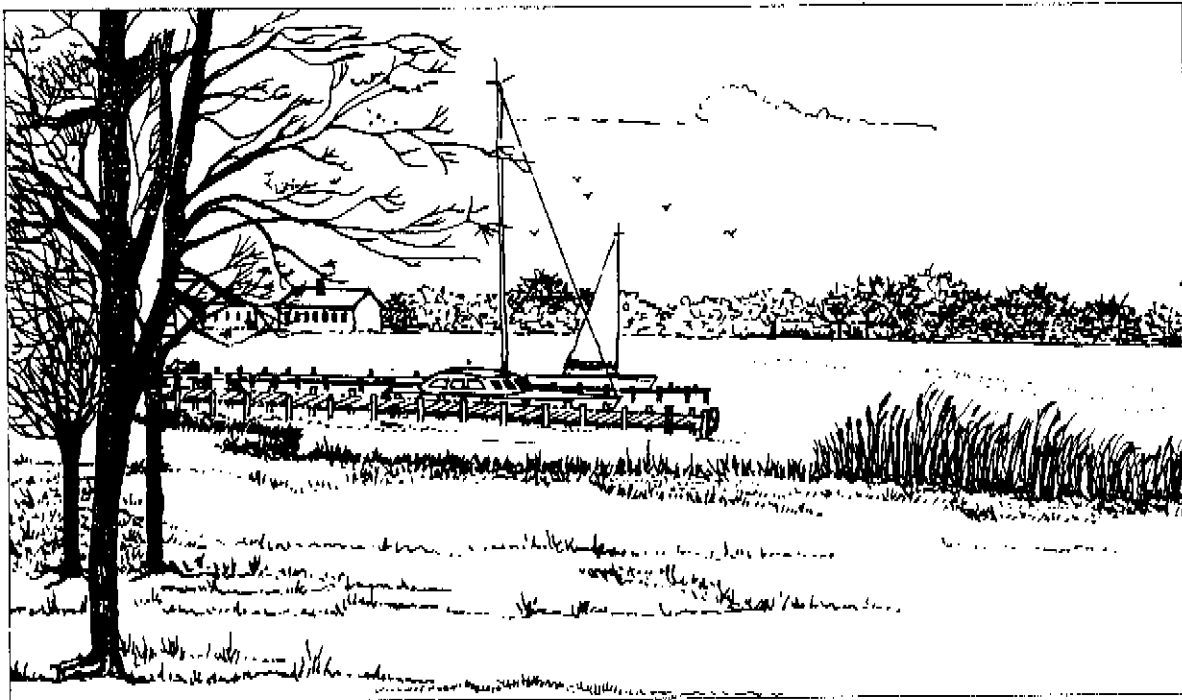


Growth Management Areas

The Revitalization Strategy is also organized according to the growth management areas framework adopted by the County Council in 1992. As part of this planning process, Eastern Baltimore County has been divided into Employment Centers (ECs) and Inner and Outer Community Conservation Areas (CCAs). Refer to Map 5. Employment Centers are existing and proposed manufacturing, office, warehouse, and retail areas that provide significant county-wide employment and service opportunities. There are four main Employment Centers in Eastern Baltimore County --- Southeastern, Philadelphia-Pulaski Corridor, White Marsh, and Middle River --- which have been differentiated on the basis of their location and market characteristics. Community Conservation Areas are established residential and commercial communi-

ties. The distinction between Inner and Outer Community Conservation Areas is based on the historic development patterns of the area. The Inner CCAs are the established fairly high-density residential neighborhoods and commercial corridors around the central cores of Dundalk and Essex. The Outer CCAs are the less densely developed neighborhoods at the end of the peninsulas that are oriented primarily toward the water.

A note of caution is needed. Categorization does not mean separation. These issues and management areas are inextricably linked to each other. The vitality of the residential communities is, to a large degree, dependent upon opportunities to earn a living wage in nearby businesses. Likewise, the quality of life offered by area neighborhoods can strongly influence the location of a new business or industry.



Introduction

Opportunity Areas

As the starting point for the Strategy, Map 6 shows areas of opportunity for economic development, community conservation, and waterfront enhancement. These are potential sites for new development, redevelopment, and improvement that will promote revitalization and ensure that Eastern Baltimore County realizes its maximum potential. The actions recommended in this overall strategy and the more detailed community plans should address each of these areas.

OPPORTUNITY MAP

Economic Development

1. Quad Avenue
Developable industrial land.
2. Sparrows Point Industrial Park
300 acres of potentially developable industrial park.
3. North Point Corridor
Redevelopment of industrial corridor.
4. Kelso Drive
More than 80 acres of developable industrial land.
5. Yellow Brick Road Area
Continuation of successful industrial park development.
6. White Marsh
Continuation of successful industrial, office, commercial development.
7. Extension of MD 43
Extension of MD 43 to Eastern Boulevard to access Williams tract and connect Middle River to White Marsh and I-95.
8. A. V. Williams Tract
Over 1,000 acres of industrially zoned land.

OPPORTUNITY MAP, CONTINUED

9. Chesapeake Industrial Park
Waterfront parcel with deep water access, site of Lockheed Martin facility, potential tourism and employment redevelopment site.
10. Martin State Airport
Expanded corporate jet service.

Community Conservation

1. Seagrams Site
Vacant distillery suitable for adoptive reuse.
2. Gateways
Redevelopment of land at both ends of bridge.
3. Commercial Land
Undeveloped 35 acre site commercially zoned.
4. Hopkins Landing
Undeveloped residentially zoned waterfront site.
5. Riverdale
Redevelopment opportunities following demolition of apartment buildings.
6. Chesapeake Village
Redevelopment opportunities for waterfront parcel following demolition of buildings.

Waterfront Enhancement

1. Bayfront Parcel
Small waterfront parcel owned by Bethlehem Steel.
2. Bauer Farm
Waterfront farm adjacent to North Point State Park.
3. Beachwood Site
151 acre site residentially zoned.
4. Smogyi Farm
85 acre waterfront site.
5. Park Linkages
Land and water linkages among public parks.
6. Chesapeake Industrial Park
Potential waterfront redevelopment site.
7. Dundee-Salt peter Park
Almost 500 acres of waterfront park land.

